

ABSTRACT

When a communication terminal calls a communication terminal, a content server acquires, based on a call signal addressed from the communication terminal to the communication terminal, a call-reception end identifier of the communication terminal. The content server then refers, based on the acquired call-reception end identifier, to table data, then transmits, to the communication terminal, content data associated with the call-reception identifier, and then causes the communication terminal to output and display the transmitted content data during processing of the call. Thereby, a user of the call receiver end causes the terminal device of the call transmitter end to output any content data during processing of the call from the terminal device of the call transmitter end, independently of reception circumstance and usage status at the call receiver end.